

HINKLEY

L I G H T I N G

November 18, 2013 – Cleveland, Ohio – Hinkley Lighting has updated its corporate logo to evolve with its successful lifestyle branding approach.

A clean, simple and straightforward graphic of the Hinkley name has supplemented the company's marketing efforts since 2011. It formed the foundation for the design of the new logo and is a natural complement to Hinkley's "Life Aglow" tag line and fresh, modern ad campaign.

The new logo artistically underscores the visual representation that has been created around the Hinkley Lighting brand and keeps it in sync with the overall brand presentation in a variety of applications.

The new logo will officially roll out in January 2014 but will begin appearing throughout Hinkley's marketing literature, advertising, website and social media platforms during the remainder of 2013.

Located in Cleveland, Ohio, Hinkley Lighting has been a leading manufacturer and distributor of high-quality lighting fixtures for over 90 years and is driven by a passion to create lighting that blends design and function while enhancing the lifestyles of their customers.

Contact:
Kim Mager
Hinkley Lighting
33000 Pin Oak Parkway
Avon Lake, Ohio 44012
440-653-5500, Ext.5537
kmager@hinkleylighting.com